

# business voice

LAS VEGAS METRO CHAMBER OF COMMERCE | LVChamber.com | NOVEMBER 2014

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## unpacked

**KRISTIN MCMILLAN**  
**PRESIDENT & CEO**

# W

e have arrived. Last month, the Metro Chamber moved its offices to The Smith Center for the Performing Arts in the heart of Downtown Las Vegas. We listened to you, our partners, when you told us what you wanted from the

Metro Chamber. And here we are, in the epicenter of government, businesses, arts and culture, education, healthcare, transportation and entrepreneurship – ready to help you and your business succeed and rise to the challenges of growing our economy, creating jobs and improving the quality of life.

Our new home in The Smith Center's Boman Pavilion gives you an office away from your office, with a members-only business center that provides you a place to meet a client, catch up on work or check your email. You'll experience familiar Chamber programming, like our newly-expanded policy committee discussions, in our new conference area.

And we haven't missed a beat. Your Metro Chamber continuously works on solutions to address our most pressing problems, improve the business climate and

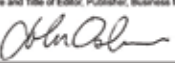
create economic opportunities for our community. Our government affairs team spends countless hours working to protect our region and improve our public policies, to the benefit of all Nevadans. We are finding innovative and trustworthy ways to provide health insurance and other benefits to help you stay competitive and save money.

At the annual Installation Luncheon on December 2, incoming chairman Bob Brown, president of Opportunity Village, will share how the Chamber, as Nevada's leading business organization, is shaping the future of our state. He will lay out how the Metro Chamber is expanding its role to provide resources for your business, step up advocacy at all levels of government, and enhance partnerships to drive positive change in our community.

I hope you will join us at the Installation Luncheon as we convene the business community and discuss the Chamber "for the future." And it's not just for the Chamber's future – it's for yours too – as critical partners in building a great, dynamic region.

**"Your Metro Chamber continuously works on solutions to address our most pressing problems, improve the business climate and create economic opportunities for our community."**

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**Production Team**

**John Osborn**

Publisher

**Greta Beck-Seidman**

Managing Editor

**Cara Clarke**

Executive Editor

**MJ Dennis**

Production Coordinator

**Nick Claus**

Graphic Designer

**Advertising Inquiries**

702.383.0337

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The *Business Voice* is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 575 Symphony Park Avenue, Suite 100, Las Vegas, NV 89106.

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# chamber news

## vote and check your inbox for post-election coverage

On Tuesday, November 4, Nevadans will head to the polls to elect candidates and weigh in on the issues that will affect the local community and economic climate. Business and community leaders are taking proactive steps to ensure a favorable outcome, but what will the results mean for your business and you? How will you be impacted? Be on the lookout for post-election coverage in your inbox following the general election, and make sure you head to the polls on November 4. **You can also stay up-to-date on election coverage by following @lvchamber on Twitter.**

## prepay your metro chamber membership dues and save!

Metro Chamber members will receive a statement this month giving them the option to prepay their membership dues. By prepaying dues before December 31, 2014, members can get a head start on budgeting for 2015 and can take advantage of potential tax savings. Discounts are also given for prepaying for a two or three year membership. If you would like more information on the benefits of prepaying your dues, contact the Metro Chamber accounting department at 702.641.5822.

## honor outstanding customer service at the customer service excellence luncheon

Excellent customer service should be celebrated. The Customer Service Excellence (CSE) Luncheon is the culmination of recognizing individual employees for their outstanding customer service this year. Special bronze, silver and gold recognition will be given to individuals who have been recognized multiple times throughout the program year and the Customer Service Excellence Person of the Year will be revealed. Come celebrate those individuals who make our city a better place to live, work and play on November 14, at 11:30 a.m. at The Orleans Hotel & Casino. For more information or to register, visit [LVChamber.com](http://LVChamber.com).



## what's the "chamber for the future?" find out at the annual installation luncheon

Join the Metro Chamber as Bob Brown, president of Opportunity Village, is sworn in as the chairman of the 2015 Board of Trustees. Bob will share his vision for the Metro Chamber as the "Chamber for the Future," and share how the Metro Chamber is shaping the future. This luncheon is an opportunity to connect with Board of Trustees members and gain insight into what you, as a Metro Chamber member, can expect for 2015. The luncheon is Tuesday, December 2, at Aria Resort & Casino, from 11:30 a.m. – 1:00 p.m. For more information or to purchase your tables or seats, visit [LVChamber.com](http://LVChamber.com) or call 702.641.5822.

# More Access to more doctors in more places



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# news you need



## get out and vote on election day

As an involved member of the business community in Nevada, be sure to head to the polls and vote on Election Day, Tuesday, November 4. Several candidates and items on the ballot will impact your business, including Question 3, the Margin Tax Initiative. For voting information and polling places, visit [clarkcountynv.gov/vote](http://clarkcountynv.gov/vote). More information on the Metro Chamber's endorsed candidates can be accessed through [LVChamber.com](http://LVChamber.com). For facts about voting NO on Question 3, visit [factsabout3.com](http://factsabout3.com).

## clark county taking applications for town councils and boards

Are you passionate about local government and want to improve the quality of your town? Clark County is currently taking applications to fill vacancies on various Town Advisory Boards and Citizen Advisory Councils. Functions include hearing time-sensitive, town-related matters and providing input regarding these matters to the Board of County Commissioners, forwarding resident concerns to the County for resolution, and disseminating information received from the Clark County Commission and County staff to town residents. Applications will be accepted until Monday, December 1, at 5:00 p.m. The application can be accessed online at [clarkcountynv.gov](http://clarkcountynv.gov) or by calling 702.455.3530.

## grow your business with sba free training opportunities

The U.S. Small Business Administration (SBA) understands that being a business owner is a time-consuming endeavor. An important part of growing your business, however, is continuing to expand your business skills and stay apprised of new trends, technology and information. The SBA is offering free online and offline small business training opportunities. This is a relevant and trusted way to get the information you need to make your business thrive. The site has nearly 150 self-paced online courses, videos and webinars from key business professionals. Check out the SBA Learning Center for online training, videos, chat sessions and more at [sba.gov](http://sba.gov).



# for your benefit

make connections and gain  
exposure by exhibiting at  
preview las vegas

Preview Las Vegas is *the* place to engage in large-scale exposure for your company. Exhibitor opportunities are available exclusively for members of the Metro Chamber. Becoming an exhibitor at Preview Las Vegas will give your company the opportunity to connect with key decision makers, network with other companies, gain vital economic information to grow your business and provide others with the products and services they need. Preview attendees are upper-level business people empowered to make purchasing decisions on behalf of their companies. Preview will be held on January 30, 2015 from 7:00 a.m. – 1:30 p.m. at the Thomas & Mack Center- Cox Pavilion. To reserve your exhibitor booth or get more information on this year's program, visit [PreviewLasVegas.com](http://PreviewLasVegas.com) or call 702.586.3827.



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**SMELL:** An odor similar to rotten eggs, even if it's faint or momentary.

**HEAR:** A hissing or roaring sound coming from the ground or above-ground pipeline.

**SEE:** Dirt or water blowing into the air, discolored vegetation surrounding a pipeline, or standing water continuously bubbling.



### If you suspect a leak:

- Leave the area immediately.
- From a safe place, call **911** and Southwest Gas at **1-877-860-6020**, day or night, whether you're a customer or not. A Southwest Gas representative will be there as soon as possible.
- Don't smoke or use matches or lighters.
- Don't turn on or off any electric switches, thermostats, or appliance controls; or use automated doors.
- Don't start or stop an engine.

For more information about natural gas pipeline safety, visit [swgas.com/safety](http://swgas.com/safety) or call **1-877-860-6020**.

# working for you

## GOVERNMENT AFFAIRS AND PUBLIC POLICY

### new policy committees, new ways to engage the issues

T

he Metro Chamber is pleased to announce the addition of two new policy committees: Transportation and Infrastructure, as well as Insurance. These committees give members more opportunities to engage in important discussions on pressing issues that impact employers and the community. They offer members the ability to interact with policy makers at the highest levels of government who make decisions affecting businesses across the state and region.

The Insurance Policy Committee is chaired by three longtime Southern Nevada insurance professionals: Tom Burns of Cragin and Pike, Frank Nolimal of Assurance Ltd., and William Wright of Chamber Insurance & Benefits. The group is charged with conducting meetings that explore issues relevant to health insurance, as well as property and casualty insurance and how they impact the business community in Southern Nevada. The first meeting is scheduled for November 13, and

will convene at the Las Vegas Metro Chamber of Commerce, now located at The Smith Center in Downtown Las Vegas. The committee will discuss issues relating to the state of health insurance, its availability and pricing in Nevada, with emphasis on the effects of the Affordable Care Act.

The Transportation and Infrastructure Committee is led by Larry Carrol of Poggemeyer Design Group and Keith Hansen of Allegiant Travel Company. This committee will hear and discuss public policy issues related to transportation across all modalities and its supporting infrastructure, as well as development and construction subjects. The committee is tentatively scheduled to have its first meeting in December.

The full roster of available policy committees, both planned and those currently meeting, is available on a new policy committee home page found in the Government Affairs section of the Metro Chamber's website at [LVChamber.com](http://LVChamber.com). This page will also be a one-stop shop

for resources related to the issues on which all policy committees are engaged. In the future, you will be able to find chairperson bios, position papers, issue-based presentations and other helpful information to understand the banner issues in Southern Nevada's policy arena.

The Metro Chamber events calendar, also found at [LVChamber.com](http://LVChamber.com), has the most up to date meeting dates, times and locations. Meetings are announced via the Chamber's weekly email and to targeted distribution lists based on relevance and interest. To be added to a distribution list for a policy committee in which you or a colleague may be interested, please contact the Metro Chamber's Policy Development Manager, Ryan Hamilton, at [rhamilton@lvchamber.com](mailto:rhamilton@lvchamber.com).

All Chamber members and their employees are encouraged to attend policy committee meetings. Past meetings have covered topics as diverse as the Nevada Academic Content Standards based on Common Core to the proposed downtown stadium project. At these meetings, members had the opportunity to meet with high level decision makers who carry influence relevant to the topic. The policy committee meetings related to Common Core featured the State Superintendent of Public Education Dale Erquiaga; State Senator Joyce Woodhouse, chairwoman of the Senate Committee on Education; and Assemblyman Elliot Anderson, chairman of the Assembly Committee on Education. The proposed downtown stadium project meetings



featured the opportunity to interact and engage with Justin Findlay and Zed Smith, the principals of the development companies seeking to build the Major League Soccer stadium downtown, as well as Bill Arent, director of the economic and urban development team at the City of Las Vegas.

Schedule is subject to change. For up-to-the-minute news on policy committees and meeting information, check the Metro Chamber's website at [LVChamber.com](http://LVChamber.com).

## CURRENT POLICY COMMITTEES:

### Local Government

Chairs:

**Rob McCoy**, CenturyLink  
**Bob Coyle**, Republic Services

*Meets as needed. Check the Chamber Events Calendar for most up to date information.*

### Healthcare

Chairs:

**Tony Greenway**, AMR  
**Todd Sklamberg**, Sunrise Hospital  
**Vicky VanMeeten**

*Meets the second Wednesday of odd numbered months from 11:30 a.m. - 1:00 p.m.*

### K-12 Education

Chairs:

**John Guedry**, Bank of Nevada  
**Stacie Michaels**, Wynn Resorts

*Meets the first Tuesdays of even numbered months from 3:30 - 5:00 p.m.*

### Higher Education

Chair:

**Schyler Richards**,  
Touro University

*Meets the third Thursdays of odd numbered months from 3:30 - 5:00 p.m.\**

*\*November's meeting has been scheduled for November 20, from 1:00 - 2:30 p.m. due to a scheduling conflict.*

### Insurance

Chairs:

**Tom Burns**, Cragin and Pike  
**Frank Nolimal**, Assurance Ltd  
**William Wright**, Chamber Insurance and Benefits

*Meets the second Tuesdays of odd numbered months from 10:00 - 11:30 a.m.*

### Transportation & Infrastructure

Chairs:

**Larry Carol**, Poggemeyer Design Group  
**Keith Hansen**, Allegiant Travel Company

## POLICY COMMITTEES IN DEVELOPMENT:

### Gaming & Tourism

### Water, Environment & Public Lands

### Workforce & Workplace

### Legal Affairs

### Federal Affairs

### Energy & Commerce

### Financial Services

### Economic Development



# your scene | you're seen



business  
after hours at  
centurylink



CenturyLink hosted Business After Hours with flash, fun and fantastic food. In true Vegas style, CenturyLink entertained Metro Chamber members and guests with a photo booth, showgirls, a chocolate fountain (with bacon), caricatures and much more.



ribbon  
cutting at the  
new metro  
chamber  
offices



The Metro Chamber hosted a ribbon cutting ceremony at its new offices at The Smith Center for the Performing Arts with Mayor Carolyn Goodman; Myron Martin, president and CEO of The Smith Center; members of the Metro Chamber Board of Trustees; and new neighbors. For more information on the Metro Chamber's new offices, see page 18.

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# *Your Piece of the Pie*





# PROCUREMENT OPPORTUNITIES FOR NEVADA'S SMALL BUSINESSES

A

s a small business owner, landing a large contract can truly make your fiscal year. Procurement opportunities, especially in Southern Nevada, represent a large piece of business, especially with our proximity to Nellis Air Force Base and the military community, as well as the global headquarters of several major gaming and hospitality corporations centered in our valley.

For the first time since 2005, the federal government met its goal of awarding 23 percent of federal contracts to small businesses – nearly \$83.2 billion dollars in contracts for the fiscal year ending September 2013. “When small businesses win federal contracts, it strengthens the American job market and boosts our nation’s economy,” says John Shoraka, an official with the U.S. Small Business Administration (SBA). “When small businesses are able to play an integral role in the federal supply chain, it’s a win-win for America.” The opportunities are there – but how can your small business harness them?

## FEDERAL GOVERNMENT CONTRACTS

The SBA has several step-by-step resources for bidding on federal government contracts. With a huge push in the last few years to increase small business’ footprint on government contracts, the time has never been better to see what’s available. Your eligibility for federal government contracts is determined by industry size standards established by the SBA. For most industries, “small businesses” are defined in terms of either average number of employees or average annual receipts. The business must also be a for-profit, independently owned and operated institution with a place of business within the United States. The business must operate primarily in the U.S. or make a significant contribution to the U.S. economy (through tax payment and/or use of American product, labor or materials).

All federal agencies are required to use SBA size standards for contracts identified for small businesses, so it is important first for a business to select a North American Industry Classification System Code(s) (typically known as NAICS codes) that best describe your business, and then determine if your business meets the size standards for that particular NAICS code. The SBA offers a Size Standards Tool (available by visiting [sba.gov/tools](http://sba.gov/tools)) to help determine if you qualify as a “small business” in terms of government contracting. Once you have determined your business’ eligibility, there are a few additional steps to register your business as a federal contractor.

The first is obtaining a Dun & Bradstreet D-U-N-S number, a nine-digit identification number used for each physical location of your business. This number is free, but it is required to register with the federal government for contracts. You can obtain a D-U-N-S number at [fedgov.dnb.com](http://fedgov.dnb.com). A business must then create a free profile with the System for Award Management (SAM), available at [sam.gov](http://sam.gov). After creating this business “resume,” there are

**“For the first time since 2005, the federal government met its goal of awarding 23 percent of federal contracts to small businesses – nearly \$83.2 billion dollars in contracts for the fiscal year ending September 2013.”**

several user guides, quick start guides, helpful hints and webinars available to help you get started with bidding on contracts, understanding eligibility requirements and making sure you are staying competitive. Once registered with SAM, government agencies and contractors can search for your business based on your capabilities, size, location, experience, and other qualifications, so it also represents an important marketing and search tool for your business as you get comfortable with government contracting opportunities.

Past performance evaluations, conducted by the U.S. General Services Administration (GSA) through Open Ratings, conducts an independent audit of customer references and calculates a rating based upon analysis of performance data and survey responses. Businesses that wish to be a part of the GSA's Schedule for Contracts should obtain this evaluation. For more information on how to register and obtain it, visit [sba.gov/content/register-government-contracting](http://sba.gov/content/register-government-contracting).

Says the SBA, "Government contracts can offer significant opportunities for small businesses, but selling to the government requires a very different approach than selling to the commercial sector." Seek out the myriad resources available through the SBA and its website, as well as its local offices, to see how to best capture those opportunities for your business and learn the rules and regulations, special classifications and other certifications, such as women-owned small business, small disadvantaged business and service-disabled veteran-owned business, that may help with your contracting prospects.

## MILITARY CONTRACTING

With the total economic impact of Nellis Air Force Base, Creech Air Force Base and the Nevada Test and Training Range topping \$5.1 billion in fiscal year 2013, military contracting represents a major area of opportunity for Southern Nevada's small businesses. The military has a massive influence on our local economy, including 6,319 indirect jobs created in the same time period and nearly 15,000 military and civilians employed between the three entities. Southern Nevada businesses provide everything from milk and ice cream to major logistical support for unmanned aerial vehicles. Getting started with doing business with the Department of Defense (DoD) involves several steps, some of which overlap with those required to bid for federal contracts.

In addition to the NAICS codes for your products and services, you will also need to identify the Federal Supply Class of Service (FSC/SVC) codes and Product Service

Codes (PSCs) for what you provide. You can find listings of commonly-used codes at [acquisition.gov](http://acquisition.gov). From there, your business must obtain a D-U-N-S number and register with SAM. During the SAM registration process, your business will need to procure a Contractor and Government Entity (CAGE) Code (for U.S. vendors) or NATO Contractor and Government Entity (NCAGE) Code (for foreign vendors). If you are registering in the SAM system for the first time, a CAGE code will be assigned to you during the registration process. Another important step is identifying your target market within the DoD, which recommends seeking out Small Business Professionals at each of their procurement and contract management offices to help small businesses market their products, identify certifications that may assist businesses in their contracting efforts, and general procurement procedures. The U.S. Air Force Office of Small Business Programs can be accessed at [airforcesmallbiz.org](http://airforcesmallbiz.org).

Your business can also register with Federal Business Opportunities, or FedBizOpps ([fedbizopps.gov](http://fedbizopps.gov)) to receive alerts of new opportunities within your industry and access a database of solicitations, contract awards, subcontracting opportunities and foreign business prospects with the federal government. The DoD also recommends small businesses familiarize themselves with specific DoD contracting regulations, procedures, (available at [acquisition.gov/far](http://acquisition.gov/far)) and invoicing.

### *Quick Glance Resources for Government Contracting*

**Acquisition Central:** [acquisition.gov](http://acquisition.gov)

**Federal Business Opportunities:** [fedbizopps.gov](http://fedbizopps.gov)

**U.S. General Services Administration:** [gsa.gov](http://gsa.gov)

**Nevada Procurement Technical  
Assistance Center:** [diversifynevada.com](http://diversifynevada.com)

**SBA Government Contracting Classroom:**  
[sba.gov/gcclassroom](http://sba.gov/gcclassroom)

**SBA Contracting Resources for  
Small Businesses:** [sba.gov/content/federal-  
contracting-resources-small-businesses](http://sba.gov/content/federal-contracting-resources-small-businesses)

**SBA District Office:**  
[sba.gov/offices/district/nv/las-vegas](http://sba.gov/offices/district/nv/las-vegas)

**Nellis Air Force Base:** [nellis.af.mil](http://nellis.af.mil)

**U.S. Air Force Office of Small  
Business Programs:** [airforcesmallbiz.org](http://airforcesmallbiz.org)

It is strongly encouraged that small businesses explore procurement opportunities with the DoD. The GSA, which helps small businesses stay competitive in the federal marketplace through training and resources, also runs the GSA Schedules Program, which establishes long-term contracts with commercial firms to provide access to more than 11 million commercial products and services. It is one of the largest programs and preferred for those companies which produce commercial products and services. For more information on obtaining a schedule contract, visit [gsa.gov/schedules](http://gsa.gov/schedules).

Another important resource to consider when entering into contracting (or sub-contracting) with the military and federal government is the Nevada Procurement Technical Assistance Centers (PTACs), which can help simplify the process through seminars and workshops, marketing assistance to best position your company to the military and other federal agencies, technical help, links, support documentation and several regular events. These services are provided free to Nevada businesses. You can explore more about Nevada's PTAC at [diversifynevada.com](http://diversifynevada.com) or by calling 702.486.2700.

## GAMING & LARGE COMPANY PROCUREMENT

Las Vegas is home to some of the largest gaming firms in the world, as well as several other *Fortune* 1000 companies, and many of them have supplier diversity programs and departments that support Southern Nevada's small business community. Each company is different in what they purchase from small companies and diverse suppliers, and it requires some research to see what each of their policies and protocols are for awarding contracts to small businesses, as well as those with certain certifications, such as veteran-owned business and small business enterprises. These companies have awarded billions of dollars to diverse suppliers and small businesses throughout the country, and many in Southern Nevada.

MGM Resorts International established a supplier diversity program in 2000; since then, it has spent more than \$1 billion with minority, women and disadvantaged business enterprises and continues to source several of its business operations supplies and services from small and diverse businesses. Caesars Entertainment also has a robust supplier diversity program to grow developing businesses and contribute to a strong local economy. Some of the products sourced from local businesses can include specialty foods, guest room amenities, general services and gifts for retail sale. Boyd Gaming and the Las Vegas Sands Corporation also have supplier programs committed to strengthening the community, as well. All of these companies, as well as countless

## For More Information...

**Boyd Gaming Corporation:** [boydgaming.com/about](http://boydgaming.com/about)

**Caesars Entertainment Corporation:** [caesars.com/corporate/about-us-supplier-cert.html](http://caesars.com/corporate/about-us-supplier-cert.html)

**Las Vegas Sands Corporation:** [sands.com/procurement-supply-chain.html](http://sands.com/procurement-supply-chain.html)

**MGM Resorts International:** <https://suppliers.mgmresorts.com/>

others that operate and do business in Southern Nevada, have specific criteria to meet and separate processes to be considered for contracts within their respective organizations.

## CERTIFICATIONS

There are several certifications available for small business owners to help them procure special contracts with the private and public sectors. These certifications can help certain businesses stay competitive in the marketplace. In some instances, some companies and entities will have certain allocations for specific types of businesses to obtain contracts. Such certifications include, but are certainly not limited to:

- Small Business Enterprise
- Historically Underutilized Business Zone
- Service-Disabled Veteran-Owned Business
- Small Disadvantaged Business
- Women-Owned Small Business
- Disadvantaged Business Enterprise
- Minority-Owned Business Enterprise
- Small Business Administration 8(a) Program

For more information on certifications and to see if your company qualifies for one, visit [sba.gov](http://sba.gov).

Between the large companies that populate the Las Vegas Valley, as well as the myriad federal and defense procurement opportunities available, small businesses are in a strategic position to obtain contracts that lead to growth, additional hiring and contributing in big ways to the local economy. It's carving out a substantial piece of the proverbial pie for Southern Nevada's small businesses. The opportunities are there. Small business owners need only dig in.



# metro chamber relocates to the heart of downtown, ushers in a new era

**T**he Las Vegas Metro Chamber of Commerce officially opened its doors at The Smith Center for the Performing Arts, located in the heart of Downtown Las Vegas. The Metro Chamber's new offices reflect the feedback of the membership, who specifically wanted a location in the epicenter of business, government, arts and culture, education, healthcare, transportation, new entrepreneurs, regional revitalization and the other exciting developments that make this a pivotal and exciting moment for Southern Nevada.

"The Metro Chamber is focused on our collective future and helping you and your business succeed, create jobs and grow the economy," said Metro Chamber President and CEO Kristin McMillan in a note to members. "As the largest business organization in Nevada and the most influential voice of business, we have a responsibility to expand our role, develop strategic partnerships that will lead to consensus on solutions and do all we can to drive the change our community needs."

The move to The Smith Center signals the Metro Chamber's commitment to solve problems, bolster the business climate, invest in the resources Southern Nevada needs to stay competitive, and create new economic and business opportunities. It will serve as the hub for members and the community to convene, create growth and foster innovation. For members of the Metro Chamber, it also provides a central location with free parking during business hours, easy freeway access and plenty of shopping, dining and other amenities just a few minutes away.

The space at The Smith Center, housed on the first floor of the Boman Pavilion, is located at 575 Symphony Park Avenue, Suite 100. Be sure to drop by the new members-only Business Center to catch up on work, meet a client or take a moment. Complimentary WiFi, coffee and water, as well as quiet and comfortable place for you to get down to business, are there for you to use Monday-Friday, between 8:00 a.m. and 5:00 p.m. Update your contacts and address books and stop by to see the new epicenter of business - located in the epicenter of Las Vegas.





## Coming Home

Vegas PBS invites veterans to share their personal stories as they return from conflicts abroad. Vegas PBS will record these stories and produce video segments to share online as part of **Veterans Coming Home** – a public media effort to support veterans in their successful transition to civilian life.

By sharing these stories, Vegas PBS aims to better connect its audience to the veterans in our community and to better connect veterans with the resources and services to support their successful transition.

Contact Vegas PBS Veterans Coordinator Annie Emprima-Martin to schedule an appointment to share your story:  
702.799.1010 x5446 or [aemprima@VegasPBS.org](mailto:aemprima@VegasPBS.org).

For more information, visit [VegasPBS.veteranscominghome.org](http://VegasPBS.veteranscominghome.org)

**Veterans  
Coming Home**™



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# what's happening

PLACES TO BE. PEOPLE TO MEET. THINGS TO KNOW. IN **NOVEMBER**

## don't miss the annual installation luncheon



Incoming Chairman Bob Brown,  
president, Opportunity Village

**Tuesday, December 2**  
**Aria Resort & Casino**

## november chamber connections

Join this established dedicated leads group made up of professionals from a variety of industries. Limited openings available; call for space availability.

**5:30 - 7:00 p.m.**  
**See website for details on locations.**

**Tuesday, November 4**  
**Tuesday, November 18**

### **5** **WEDNESDAY, NOVEMBER 5** **BUSINESS AFTER HOURS**

Rev up your networking with Business After Hours at Sprint, just in time for the annual NASCAR Sprint Cup. Don't miss your opportunity to meet Miss Sprint Cup Kim Coon, win prizes such as tickets to the NASCAR After the Lap event during NASCAR Sprint Cup Series Champion's Week and a Samsung Galaxy Tab S product, and take advantage of event-only in-store promotions - all while shifting your business into high gear.

**5:30 - 7:30 p.m.**

**Sprint**

**9821 S. Eastern Ave. Ste. 2**

Complimentary for members and their guests

Sponsor: Sprint

### **10** **MONDAY, NOVEMBER 10** **VEGAS YOUNG PROFESSIONALS** **TOASTMASTERS MEETING**

The VYP Toastmasters group is for all members to aid in the development of speaking, presentation and leadership skills.

**6:30 - 8:00 p.m.**

**The Ogden Clubhouse 16th Floor**

**150 Las Vegas Blvd.**

FREE for guests

\$60 to join, \$36 every six months.

### **11** **TUESDAY, NOVEMBER 11** **CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter. Open to all members.

**10:45 a.m. - Noon**

**First American Title Company**

**2500 Paseo Verde Pkwy., Ste. 120**

\$54 every six months. Guests always complimentary.

### **12** **WEDNESDAY, NOVEMBER 12** **HEALTHCARE POLICY COMMITTEE MEETING**

Members will hear from local public health officials and epidemiologists about the measures in place to protect Southern Nevada from major disease outbreaks.

**11:30 a.m. - 1:00 p.m.**

**Las Vegas Metro Chamber of Commerce**

**575 Symphony Park Ave., Ste. 100**

Complimentary and exclusive to Metro Chamber members and their employees.

### **13** **THURSDAY, NOVEMBER 13** **INSURANCE POLICY COMMITTEE MEETING**

Members will hear about issues relating to the state of health insurance, its availability and pricing in Nevada.

**10:00 - 11:30 a.m.**

**Las Vegas Metro Chamber of Commerce**

**575 Symphony Park Ave., Ste. 100**

Complimentary and exclusive to Metro Chamber members and their employees.

## save the date:

### **LAS VEGAS METRO CHAMBER OF COMMERCE OPEN HOUSE**

Check out the Metro Chamber's new home at The Smith Center for the Performing Arts!

**Monday, November 24 - 4:00 - 6:00 p.m.**

Check your inbox for more information soon!



00 - CHAMBER EVENT

00 - VYP EVENT

how  
to  
register:

Visit [LVChamber.com](http://LVChamber.com) and  
click on the Events Calendar.

Call 702.641.5822.

november sponsors:



14

#### FRIDAY, NOVEMBER 14 CUSTOMER SERVICE EXCELLENCE LUNCHEON

Reward your top employees by inviting them to this celebratory luncheon. Special Bronze, Silver and Gold recognition will be given to employees who have been nominated multiple times throughout the program year, with the Gold Nominees given special commendation for their dedication to superior customer care in the Valley.

**11:30 a.m. – Noon: Registration & Networking**

**Noon – 1:15 p.m.: Program**

**The Orleans Hotel & Casino**

**4500 W. Tropicana Ave.**

\$45 per person, \$450 table of ten.

**Platinum Sponsors:** Chamber Health Options, Las Vegas Review-Journal, Wells Fargo

**Gold Sponsors:** Boyd Gaming, Cox, Office Depot, KNPR, Southwest Gas, Southwest Airlines, Sunrise Health System

**Program Partner:** Las Vegas Convention and Visitors Authority

**Luncheon Partner:** The Orleans Hotel & Casino

18

#### TUESDAY, NOVEMBER 18 NEW MEMBER BREAKFAST

At this exclusive event for new members of the Chamber, each participant will have the opportunity to introduce themselves and their business in a friendly atmosphere.

**7:00 – 7:30 a.m.: Registration & Networking**

**7:30 – 9:30 a.m.: Program**

**SpringHill Suites**

**by Marriott Las Vegas Convention Center**

**2989 Paradise Rd.**

Sponsors: NV Energy, CenturyLink and Chamber Health Options

20

#### TUESDAY, NOVEMBER 20 HIGHER EDUCATION POLICY COMMITTEE MEETING

This information-packed session will focus on plans to elevate UNLV to a Tier 1 Research Institution as designated by the Carnegie Foundation. Representatives from UNLV will detail the vision and path set forward to achieve this goal.

**1:00 – 2:30 p.m.**

**Las Vegas Metro Chamber of Commerce**

**575 Symphony Park Ave., Ste. 100**

Complimentary and exclusive to Metro Chamber members and their employees.

20

#### TUESDAY, NOVEMBER 20 VYP FUSION MIXER AT THE HOUSE OF BLUES

Join VYP for connections, cocktails and its final fusion mixer of 2014. Stay after the event as VYP joins forces with HiTech Vegas for access to "The Las Vegas Underground," the music event featuring some of Las Vegas' most popular headliners.

**6:00 – 8:00 p.m.**

**House of Blues - Crossroads**

**3950 Las Vegas Blvd. S.**

Online: \$10 members, \$15 non-members

At the door: \$15 members, \$20 non-members

Presenting Sponsors: Chamber Health Options, UnitedHealthcare, Wells Fargo

24

#### MONDAY, NOVEMBER 24 VEGAS YOUNG PROFESSIONALS TOASTMASTERS

See November 10 for details.

25

#### TUESDAY, NOVEMBER 25 CHAMBER VOICES TOASTMASTERS

See November 11 for details.

the aca  
so far:

## WHAT YOU NEED TO KNOW

**T**he 2015 health insurance open enrollment period for individuals and small group employers begins Saturday, November 15. Some employers still wonder whether they are required to offer health insurance to their employees. If your company has fewer than 50 full-time equivalent employees (FTE), you are not subject to the Employer Shared Responsibility sections of the law. However, most employers would agree that a good business strategy for recruiting and retaining excellent talent is offering a robust employee benefits package. If you are an employer with 50 or more FTEs, you will need to offer health insurance coverage to your full-time employees to avoid being required to make an Employer Shared Responsibility Payment.

With so many changes and so much to understand, here are some of the basics to remember when reviewing options with your broker. The new ChamberHealthOptions.com marketplace has plans to fit nearly every individual and group need.

### OPTIONS FOR EMPLOYERS WITH 2-49 FTEs:

**Offer coverage to employees.** You may purchase a small group qualified health plan directly from a health insurance carrier, an agent, or through a private or public exchange. If you have 10 or more employees, there are new self-insured options available as well. Employers need to choose between paying a set percentage of the premium or providing a flat dollar amount contribution that each employee may use towards their benefit selection. Chamber members can access a variety of small group plans at ChamberHealthOptions.com.

**Choose not to offer coverage to your employees.** Depending upon annual income, some of your employees may be eligible for a federal subsidy to help offset their premium cost for an individual plan. Many small group employers are deciding to give each employee an additional flat sum in their paycheck that they may use to purchase individual health insurance. There are two important things to consider if an employee shops on their own for their health insurance coverage: first, the allowance given to the employee will become taxable income; and employees who are not Medicaid-eligible could be subject to a substantial penalty under the individual mandate provision of the Affordable Care Act (ACA) if they fail to purchase their own coverage. It is important for the employee to understand that they need to purchase their insurance policy during open enrollment, which takes place from November 15, 2014 until February 15, 2015. If they fail to purchase their new policy during open enrollment, they will not be allowed to buy a policy until



**Don't miss  
Open Enrollment Week  
at the Metro Chamber!**

**NOVEMBER 17 - 21**

November of 2015 without a "qualifying life event," such as changing marital status, having a baby or a change in employment. Employees can shop for individual insurance options, as well as capture potential federal subsidies, at ChamberHealthOptions.com.

### OPTIONS FOR EMPLOYERS WITH 50 OR MORE FTEs:

**Purchase a fully-insured or self-insured large group product.** All employers who have 50 or more FTEs are required in 2015 to provide an affordable health insurance plan to their employees under the ACA. To be deemed "affordable," the employee's contribution cannot exceed 9.5 percent of their annual income. Any employee who purchases a less expensive policy through the state-based exchange may trigger a penalty for the employer, even if only one employee purchases their insurance through the State Health Insurance Exchange.

**Opt to not offer coverage.** Any large group employer who does not offer coverage to full-time employees can potentially face penalties up to \$3,000 per employee.

Employer sponsored health insurance coverage is one of the top two business expenditures facing most business owners. Because of the changes that continue to take place and the importance of this decision to your business, it is prudent to seek the counsel of an insurance professional or a financial advisor who is well grounded in the provisions of the ACA. If you do not have a Chamber member broker, please contact Chamber Health Options at 702.586.3889.



# ■ LAS VEGAS preview

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**Friday, January 30, 2015**

Thomas & Mack Center – Cox Pavilion

**7:00 a.m. – 1:30 p.m.**

PreviewLasVegas.com or 702.641.5822

\*Your company must be a member in good standing of the Las Vegas Metro Chamber of Commerce to exhibit at Preview Las Vegas 2015.





# spotlights

## (B) Jim Leftwich

### CEO - CHSI Management Service

Jim Leftwich has more than 25 years of experience in the formation, planning and management of companies, holding executive management positions for *Fortune* 500 companies to startups. As a business advisor and operator, he has helped clients generate \$500 million in new revenues. Leftwich has held board positions with private and non-profit companies, including the first chairmanship for the Emergency Physicians Insurance Company. He holds national accreditation as a Senior Professional in Human Resources.

## (A) Chris Garrett

### President & Owner - Express Employment Professionals

As a local franchise owner of Express Employment Professionals with more than 25 years of experience in management, education and administration, Chris Garrett and his team provide companies with workforce solutions, including evaluation hire, temporary staffing and direct hire employees. Founded in 1983, Express now has more than 600 offices across the U.S. and Canada and in 2013 placed 395,000 people in jobs and notched more than \$2.5 billion in sales. Garrett is a graduate of BYU and also earned a Ph.D. from Texas A&M University and an M.A. from Oregon State University.



A



B



C



D

## (D) Karla Perez

### Group Vice President - The Valley Health System

Karla Perez manages and oversees the operations of Spring Valley, Summerlin, Desert Springs, Valley and Centennial Hills Hospital Medical Centers in Las Vegas, Nevada, Northern Nevada Medical Center in Sparks, Nevada, Auburn Regional Medical Center in Auburn, Washington and the Palmdale Regional Medical Center in Palmdale, California. She has served on the board of United Way of Southern Nevada and is a member of the Board of Trustees for the Las Vegas Metro Chamber of Commerce.

## (C) Liz McDuffie

### President - Medical Caregivers Institute (MCI)

Liz McDuffie is a postgraduate of the University of Southern California School of Public Administration. Serving as Director of the MCI since 2006, McDuffie teaches California's Medical Marijuana Program (MMP) as part of the California Department of Social Services Continuing Education Program. Her studies include on-site assessments of operational standards and procedures for the distribution of cannabis under the Health Canada and California Medical Marijuana Programs. Liz is a member of the Advisory Board for the National Institute of Health (NIH) grant to Study Cannabis Use Among Young Adults in Los Angeles County.

president's  
club

**Chet Opheikens****VP of Business Development –  
R & O Construction Inc.**

Chet Opheikens has been employed by R&O Construction for 23 years. He serves as VP of Business Development for R&O's Las Vegas regional office. He builds and nurtures client relationships that generate qualified construction leads and manages the pre-construction services team. Opheikens is involved in many local organizations such as NAIOP, ICSC, NPFMA, LVMCC, the Nellis Air Force Base Honorary Commander program and the Henderson Development Authority.

**Gordon Digby****General Manager/COO –  
Las Vegas Country Club**

Gordon Digby is the general manager/chief operating officer of the Las Vegas Country Club. At the historic Las Vegas Country Club, Digby is in charge of all aspects of the \$9 million dollar operation and its 200+ employees. Gordon is a member of both the PGA of America and the Club Managers Association of America, and holds a B.A. from McDaniel College and M.A. from Webster University.

**Denise C. Mora****Regional Market Manager –  
America First Credit Union**

With more than 25 years of experience in the financial industry, Denise C. Mora is responsible for the executive oversight of the Southern Nevada operation for America First Credit Union. Mora earned a bachelor's degree in business from National American University and is also a graduate of the University of New Mexico Anderson School of Management. She has been awarded the prestigious Rising Star Award from *Las Vegas Business Press*.



executive  
level

**Victor Fuchs****President – Helix Electric**

Victor Fuchs began his electrical contracting career at Helix Electric in 1984, and in 2001 acquired ownership of the Las Vegas division. His community involvement includes Los Vaqueros (a charitable organization), Opportunity Village, Communities in Schools (doing food drives and toy drives), Street Teens, Links for Life, Habitat for Humanity, Candlelighters, and YMCA as well as numerous youth teams, 4H clubs and many other charitable organizations.

**Alan Hunter****President –JT3, LLC**

Alan Hunter has led the joint venture of Raytheon and URS since 2006. He also serves as Joint Range Technical Services Contract Program Manager, supporting test and training operations for the Air Force and Navy. In 1974 he joined EG&G Special Projects in Las Vegas. He finished his 30+ year tenure as corporate vice president, where he led the Installations Management Strategic Business Unit. He returned to UNLV to complete his MBA in 1977. Hunter also served in the Army.

**Laurie Indvik****Executive Director –  
CompassionCare Hospice**

Laurie Indvik is the executive director for CompassionCare Hospice, a business that is committed to providing superior physical care, as well as emotional and spiritual care to patients with life-limiting illnesses. Hospice services can be provided to patients in their own homes, or wherever the patient and loved ones need assistance. Prior to being promoted to executive director, Indvik was director of business development for CompassionCare Hospice. She is a native of Minnesota, and has lived in Las Vegas for more than five years.

# self-insured health insurance plans:



## MORE CONTROL, MORE STABILITY FOR YOUR BOTTOM LINE

# H

Health insurance products traditionally known as “fully-insured” plans have long been the norm for most mid-sized businesses. Lesser known but still popular with larger companies is the “self-insured” model. With the impact of health insurance premiums hitting the bottom

line of many mid-size businesses, employers have been searching for ways to control their health insurance costs without trimming employees’ benefit packages.

Chamber Health Options has introduced two new self-insured options exclusive to Metro Chamber members, offering more stability regarding health insurance premiums: Anthem Balanced Funding, through Anthem Blue Cross and Blue Shield, offers a Chamber member discount and is for smaller employers with 10-50 covered employees; and the Chamber Group Captive, administered by Roundstone, an independent insurance organization focused on developing and managing captive and alternative risk products. The group captive works best for groups of 50-500 employees, but employers may qualify with as few as 20 covered employees.

### ANTHEM BALANCED FUNDING

With Anthem Balanced Funding, you can enjoy the advantages of both a fully insured and self-funded plan, along with integrated stop loss coverage so your risk is limited. You can experience the peace of mind of fully insured plans with:

- Predictable, fixed monthly payments
- No deficit carry-forward
- Coverage for claims run-out (also known as terminal liability)
- A cap on financial responsibility

You can also gain cost control and flexibility from the benefits of a self-funded plan:

- Money-back savings potential when claims experience is better than expected
- Standardized reports for a more comprehensive understanding of plan costs. Reports do not include Protected Health Information.
- Savings on premium tax and future health care reform taxes
- Plan design options

As an employer subscribing to Anthem Balanced Funding, you have the additional security of integrated stop loss coverage, which protects the plan from high individual claims, and aggregate stop loss, which provides additional protection when your plan has higher-than-expected claims, in aggregate, for all plan members in one calendar year.

### CHAMBER GROUP CAPTIVE

Roundstone built the country’s first medical group captive in 2005 and recently brought this option exclusively to Metro Chamber members in Clark County. A group captive is an insurance facility formed by companies joining together to reduce the cost of insurance and to control its own risk. Member companies maintain good loss histories and effective risk management programs. Here are some of the reasons many employers join the group captive self-insured option:

- Proprietary medical insurance program developed by Roundstone to help control cost and save money
- Self-insured principles with fully insured stability
- Major medical program only – ancillary lines (such as dental and vision) not included
- Aggregate, or pooled, large claims to reduce volatility and minimize financial impact
- Full access to claims data, allowing for customization of plan design
- Turnkey, with everything you need to gain control and improve wellness
- Proven: 30% cost savings experienced by groups with 100% return of collateral contribution
- Control over plan design, service providers, and networks, as well as access to data to streamline the premium calculation process
- Ability to purchase insurance in the same way as large employers
- Engagement in some form of wellness program
- Financially strong and transparent

To find out more about your self-insured options, contact your Chamber member broker or Chamber Health Options at 702.586.3889.



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- Heather

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# member news

PRESIDENT'S CLUB MEMBER | EXECUTIVE LEVEL

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements. Email news items to [pr@lvchamber.com](mailto:pr@lvchamber.com) or fax to Public Relations at 702.735.0320.



## wheeling and dealing

**Ghandi Deeter Law Offices** opened its new offices on 707 S. 10th Street.

**Lewis Roca Rothgerber** attorney Anthony Cabot and **UNLV William S. Boyd School of Law** Associate Dean Ngai Pindell have edited a comprehensive new guide to international gaming regulation, *Regulating Land-Based Casinos: Policies, Procedures, and Economics*.

**Commercial Executives Real Estate Services** recently represented a company in the sale of an apartment building located at 2309 Sunrise Ave. The sale is valued at approximately \$217,000.

**Arsilica Inc.**, creators of the ultimate spirits glass, NEAT, introduced a domestically produced spirits glass.

## announcements



**The Howard Hughes Corporation®** named Elle Gaensslen sales and marketing manager for the community's exclusive custom lots in The Ridges village.



**Carlyon Law Group** added Matthew R. Carlyon as an associate at the firm. His legal experience includes bankruptcy, personal injury and commercial litigation.



**Vegas PBS** announced Tammy McMahan as its communications specialist. McMahan will support the advertising, marketing, public relations and social media efforts of the station.



**The Nevada Department of Transportation** named Tony Illia public information officer II. Duties consist of coordinating website content and social media, handling stakeholder outreach and communicating with the media and general public.



**Bank of George** named Bart Roberts as senior vice president senior relationship manager. Roberts joins Bank of George with more than two decades of banking experience.



**Strategic Telecom Solutions (STS)** appointed Derek Carder director of customer experience. In this role, he will oversee all aspects of STS operations while leading growth and expansion of the company's telematics and mobility management divisions.

**Brownstein Hyatt Farber Schreck** announced the appointment of Jennifer L. Carleton to the board of directors for the Public Education Foundation.

## upcoming events

The annual Desert Green Conference, co-sponsored by **University of Nevada Cooperative Extension**, will be November 6-7, at the Henderson Convention Center, 200 S. Water St. The conference will focus on water conservation and new ways to offer sustainable turf and landscapes for the arid southwest. To register, visit [desert-green.org](http://desert-green.org)

**Touro University Nevada's 10th Anniversary Gala** at the **Keep Memory Alive Events Center** at the **Lou Ruvo Center for Brain Health** will be November 9, from 6:00 to 9:00 p.m. Russell Goldsmith, chairman and CEO of City National Bank, will be the keynote speaker. For tickets and registration, visit [tun.touro.edu](http://tun.touro.edu).

**The Kraken Café** will be attending the World Food Championships on November 12-18, in Downtown Las Vegas. For tickets and information, visit [worldfoodchampionships.com](http://worldfoodchampionships.com).

**DrVita** will host its Ethical Direct Sales event on November 13. The event will feature nutritional education tools, networking opportunities and live entertainment from the co-creator of Raiding the Rock Vault. For tickets and more information, call 702.600.7116.

**The Venetian Resort Hotel & Casino** will host The Dr. Miriam and Sheldon G. Adelson Educational Campus' 11th annual In Pursuit of Excellence Gala featuring human rights activist Ayaan Hirsi Ali. The event is November 22, at 6:00 p.m. For tickets and information, visit [adelsoncampus.org](http://adelsoncampus.org).

**Opportunity Village** invites the community to its 10th annual Great Santa Run in Downtown Las Vegas on December 6. The run starts at 8 a.m. For tickets and registration, visit [opportunityvillage.com](http://opportunityvillage.com).

## congratulations

Anthony Golden, associate at **Fisher & Phillips LLP**, was elected to the board of **Candlelighters Childhood Cancer Foundation of Nevada** and will serve as the chair of the human resources committee.

Tedd Rosenstein, president of **Nevada Development and Realty Company**, has been named by Commercial Alliance Las Vegas (CALV) - a department of the **Greater Las Vegas Association of Realtors®** - as its member of the year.

**Christ Church Episcopal** held a ribbon cutting on September 30, to celebrate the installation of a solar array. This was made possible by the Nevada Renewable Generation Program in partnership with **NV Energy** and Service 1st Energy Solutions.

Bill Foster of **Accessibility Services, Inc.** lectured to the doctor of physical therapy candidates at **UNLV** on the availability, features, and benefits of in-home lift and transfer equipment for the disabled and those who care for them.

## community service

**Matt Smith Physical Therapy** and the **Clark County School District** kicked off its inaugural Change Reaction outreach effort that encourages children to understand a sense of community and caring for others.

**The Russo Group**, also called GetDocsNow.com, was part of a 164-person team that raised more than \$6,200 for the **Candlelighters Childhood Cancer Foundation of Nevada** during its Shine for a Superhero 5K race.

**Station Casinos** executives joined with the **Clark County School District** Superintendent Pat Skorkowsky and principals representing the 10 Smart Start elementary schools at a reception to celebrate the 14-year community partnership.

**Make-A-Wish Foundation** granted and celebrated the wish of Vinnie Huebner by constructing a sanctuary in his backyard.

**The Salvation Army** Lied Bridge Apartments underwent a massive clean-up thanks to hundreds of members of The Crossing Church. The event took place at The Salvation Army Lied Social Services Campus at 31 W. Owens Avenue.

**America First Credit Union** celebrated a decade of giving with its 10th Annual Community Food Drive. The food drive has collected more than 100,000 pounds of food.

In honor of its 20th anniversary, **Bank of Nevada** is providing \$40,000 to fund financial literacy programs at 20 Title I elementary schools in the Clark County School District for the 2014-2015 school year.

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# ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email [gallen@lvchamber.com](mailto:gallen@lvchamber.com)



## COFFEE, TEA OR ME? ESPRESSO BAR

Coffee, Tea or Me? Espresso Bar, located at 2600 West Sahara, Ste. 121 near S. Rancho Dr., held its grand opening celebration with dignitaries. The modern cafe features an extensive menu that offers fresh pastries, sandwiches and a wide range of coffees and espressos. Call 702.776.7220 or visit [Facebook.com/coffeeteaormelv](https://www.facebook.com/coffeeteaormelv).



## UNITED FINANCE CO.

United Finance Co., located at 3764 E. Flamingo Rd., commemorated helping the community as a local, family-owned consumer finance company. Founded in 1922, and operating 26 branches in Oregon, Washington and Nevada, it offers consumer loans for autos, debt consolidation and other borrowing needs. Call 702.385.1922 or visit [unitedfinance.com](http://unitedfinance.com).



## THE INTERFACE FINANCIAL GROUP

The Interface Financial Group announced its grand opening. Through an innovative invoice discounting process, Interface supplies the working capital to make businesses grow. With more than 40 years of service and millions in funding, Interface brings not only a professional but personal service to facilitate the growth plans of clients. Call 702.636.8644 or visit [interfacefinancial.com/Schultz](http://interfacefinancial.com/Schultz).



## LAKESIDE BUSINESS SUITES

Lakeside Business Suites, located at 2620 Regatta Dr., Ste. 102 on the shores of Lake Jacqueline in the Desert Shores/Summerlin area, commemorated its anniversary. Lakeside provides a range of flexible office solutions, including 24 hours of secured access, conference rooms, meeting and presentation rooms, state-of-the-art technology and business services and equipment. Call 702.869.8800 or visit [lakesuites.com](http://lakesuites.com).



## EQUIINET

Equinet proudly announced the opening of its Las Vegas location. Equinet provides a variety of business services, including VoIP, unified threat management, connectivity failover, URL filtering, web caching and feature-rich communications services. Learn more at [equinet.com](http://equinet.com) or contact them 24/7 at 702.789.6001.



## BIZVID LLC

Bizvid LLC announced its grand opening with Metro Chamber members and friends. BizVid.Com is a business video directory with offices located at 2690 Chandler Ave. Call 702.550.1000 or visit [bizvid.com](http://bizvid.com).

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#### MCCARRAN MEDICAL CLINIC AND PHARMACY

McCarran Medical Clinic and Pharmacy opened inside Terminal 1 at McCarran International Airport, near the Transportation Security Administration's security checkpoint for the A and B gates. It will serve local residents, airport employees and travelers, and is open 9:00 a.m. to 6:00 p.m. daily. Patients may be seen with or without an appointment. Call 702.261.6707.



#### PC CABO WABO CANTINA

Cabo Wabo Cantina announced its new private event space, featuring floor to ceiling Strip-view windows, a dedicated bar, full stage. Located at 3663 Las Vegas Blvd. S., it offers private dining, comfortable seating for up to 70 people while offering space for up to 120 guests for standing receptions. Call 702.385.2226 or visit [cabowabocantina.com/vegas](http://cabowabocantina.com/vegas).



#### PAS DE DEUX CHILDREN'S COUTURE

Pas De Deux Children's Couture, located at 420 S. Rampart Ave. at Tivoli Village, announced its grand opening with dignitaries, friends and family. Pas De Deux Children's Couture is a shabby chic vintage clothing store that embraces old fashioned elegance while offering an exciting selection of clothing for infants, toddlers and grade school children. Call 702.415.7090 or visit [pasdedeuxchildrensboutique.com](http://pasdedeuxchildrensboutique.com).



#### ONECLICK CLEANERS

OneClick Cleaners hosted a business mixer with Metro Chamber members at Spanish Trail Country Club. One Click Cleaners offers free pickup and delivery, automated billing, dry cleaning, tailoring, wash and fold service, spot removal, and more. Call 844.OCC.DONE (622.3663) or visit [oneclickcleaners.com](http://oneclickcleaners.com).



#### WORLD REALTY

World Realty, specializing in commercial & residential real estate, announced its grand opening. World Realty, located at 5900 S. Rainbow Blvd., Bldg. B2, is a business brokerage firm that also handles property management. Call 702.467.0209 or visit [theworldrealty.com](http://theworldrealty.com).



#### PC COX COMMUNICATIONS

Cox Communications held a ribbon cutting ceremony with team members and the Metro Chamber to commemorate its newly-wrapped and branded "Gig Rig" vehicle, giving its team a send-off toward the streets of Southern Nevada. The Gig Rig reveal coincided with Cox's launch of 1 Gigabit high-speed Internet service for residential customers. For more information, visit [cox.com/lasvegas](http://cox.com/lasvegas) or call 855.683.0083.

# ribbon cuttings

CELEBRATING BUSINESS GROWTH

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## EYE CARE 4 KIDS

Eye Care 4 Kids unveiled the Mobile Eye Care Unit, located at 350 Judson Ave. inside Martinez Elementary School in North Las Vegas. Funding for the program was partially provided by the Elaine P. Wynn & Family Foundation. Call 702.727.3525 or visit [eyecare4kids.org](http://eyecare4kids.org).



## CULLIGAN WATER OF LAS VEGAS

Culligan Water of Las Vegas commemorated its grand re-opening at 4513 N. Lamb Blvd. Culligan offers water softeners, drinking water systems, total home systems, water filtration systems and more to business clients from throughout the Valley. Call 702.643.6000 or visit [culliganlasvegas.com](http://culliganlasvegas.com).



## CAPITAL AUTO CENTER

Capital Auto Center announced its grand opening at 4015 E. Desert Inn Rd., Ste. A. With a goal of providing an environmentally conscious service to the community, it offers economical pricing suitable for everyone. Capital Auto Center strives to treat all of its customers and employees as part of the family. Call 702.643.1556 or visit [capitaltirecenter.com](http://capitaltirecenter.com).



## THE PILATES FIRM

The Pilates Firm celebrated its grand opening as Las Vegas' newest health and wellness center, located at 8359 W. Sunset Rd., Ste. 120. The Pilates Firm teaches the six principles of classical pilates: centering, control, concentration, precision, breath and flow. Call 702.499.7550 or visit [thepilatesfirmลาสvegas.com](http://thepilatesfirmลาสvegas.com).



## PC MCDONALD'S

McDonald's and franchisee Tim Thomas announced the grand opening of its newest Southern Nevada location at 8620 W. Cheyenne Ave. For more information, visit [mcstate.com/35160](http://mcstate.com/35160).



## RHODERUNNER GOLF CENTER

Rhoderunner Golf Center commemorated its grand opening at 8110 W. Warm Springs Rd., Ste. 110. An innovative indoor complete golfing center in Nevada, it features two PGA Tour-endorsed aboutgolf HD simulators. Call 702.364.4653 or visit [rhoderunnergolf.com](http://rhoderunnergolf.com).



SPONSORED BY:



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### SULTAN'S GRILL

Sultan's Grill, located at 321 N. Casino Center Dr., announced its second location with local dignitaries, friends and family. Sultan's Grill is a family-owned Mediterranean restaurant. Call 702.380.3040 or visit [Facebook.com/sultansgrilllv](https://www.facebook.com/sultansgrilllv).



### MAX'S RESTAURANT

Max's Restaurant celebrated its Metro Chamber membership and ribbon cutting at 1290 E. Flamingo Rd. Max's Restaurant was founded in 1945 and operates more than 100 restaurants all over the Philippines, North America, Canada, and the Middle East as they continue to expand all over the world. Call 702.433.4554 or visit [maxschicken.com](http://maxschicken.com).



### EPIC PERSONNEL PARTNERS, LLC

Epic Personnel Partners, LLC announced its grand opening at 6655 W. Sahara Ave., Ste. A-218, with family, friends and Metro Chamber members. Epic Personnel Partners, LLC is a privately held woman-owned staffing firm. With more than 35 years of combined knowledge, it provides staffing solutions for a variety of positions. Call 702.778.7999 or visit [epicpp.com](http://epicpp.com).



### CATHOLIC CHARITIES

Catholic Charities dedicated its new Hands of Hope Community Food Pantry, located at 1501 Las Vegas Blvd. N. The Hands of Hope Community Food Pantry provides groceries for individuals and families in need. The program is designed to give clients access to nutritious food items to supplement their SNAP benefits and food budgets. Visit [catholiccharities.com](http://catholiccharities.com).



### THE VENUE LAS VEGAS

The Venue Las Vegas broke ground with dignitaries at 760 Fremont St. Set to open in February 2015, the location will feature 36,000-square-feet of event space and a bar and lounge open to the public. Visit [venuelasvegas.com](http://venuelasvegas.com).

### FEATURED BROKER:



### BROWN & BROWN INSURANCE

Brown & Brown Insurance has been serving the business community across the United States for more than 70 years. As a leading broker representative of Chamber Health Options, Brown & Brown Insurance of Nevada helps business owners of all sizes provide excellent health benefits and ancillary products to their employees.

Phone: 702.597.5110  
Website: [bblasvegas.com](http://bblasvegas.com)

# making customer service count

G

oing above and beyond to exceed a customer's expectation of your company isn't just something that creates a sale. It leads to regular clientele, customer loyalty and a reputation that you simply can't

buy, as well as multiple transactions, referrals and recommendations. As the Metro Chamber and the Las Vegas Convention and Visitors Authority celebrate the annual Customer Service Excellence Luncheon this month, the pivotal holiday season is also quickly approaching. Consumers who find themselves with a little extra pocket money venture out to try new things, so how can your business stand apart and create evangelists out of customers?

"With business on its way back, now's the time to capture new customers," says Mark Olson, senior vice president of human resources for the Las Vegas Convention and Visitors Authority and chairman of this year's Customer Service Excellence Committee. "Great customer service should be the hook for business, large or small. It's not just price – it's the customer experience."

A great way to plan for your customer service needs this holiday season is to plan ahead. Looking at workflows from previous years, discussing processes with longtime employees and understanding any difficulties or pitfalls in customer service you've had in previous years will help you better prepare for this year's rush. If you've had a problem running out of product, now is the time to speak with suppliers. If there were times noted by your management staff where they could have used a few more employees, now is the time to write and adjust schedules to accommodate for these high volume periods.

A recent article from MultiChannel Merchant recommends hiring early (if your business is seeking seasonal employees) and training slowly using an "in the customer's shoes" approach to listen, ascertain the situation, and resolve the issue or answer the question in a timely and proactive way. This gives your front-line team members access and time to build up their knowledge, confidence and communication skills to delight your customers. If you're not planning on hiring, you may want to consider some additional cross-training to



Celebrate those front-line employees who make Las Vegas a great way to live, work and play at the annual Customer Service Excellence Luncheon!

**FRIDAY, NOVEMBER 14**  
**11:30 a.m. – 1:00 p.m.**

The Orleans Hotel & Casino  
\$45 per Person / \$450 – Table of 10

Join the party at **LVChamber.com** or by calling **702.641.5822**.



accommodate for high volume periods where some skills may be more in demand than others.

Thinking about how customers want to interact with you will also help you determine an effective customer service strategy. Service now transcends a face-to-face interaction; with more online shopping than ever before, some companies are choosing to ramp up their e-commerce customer service channels, like chat support and email resolution. Kevin Gardiner, director of store operations for Macy's, is preparing the retail giant to rely heavily on chat support this holiday season, and is staffing up to handle the influx.

Smaller companies can prepare for a digital customer service experience by training their customer service representatives how to handle situations via email, and by ensuring their responses are direct, timely, polite and responsive to the customer's specific issue. Some small businesses are offering a direct email line to handle questions and issues as they arise, and are constantly monitoring the account.

As we approach the holiday season in Las Vegas, a town where both visitors and locals comprise a major piece of our local economy, ensuring consistent and outstanding customer service benefits not only our businesses but the overall local economy. Olson says, "As we approach 40 million visitors, it's critical that we take care of our customers, whether they are visiting for the first time or repeat guests, and make sure they are welcomed, treated appropriately and tell all their friends what a great experience they had."

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# vegas young professionals

## presenting sponsors



## get involved!

### UNLV RESOURCE FAIR

On Friday, November 14, Vegas Young Professionals will be in attendance at the UNLV Resource Fair.

If you would like to become more involved with VYP's collegiate efforts, connect with us by emailing [education@vegasyp.com](mailto:education@vegasyp.com).

### FUSION MIXER

Join VYP for connections, cocktails and its final fusion mixer of 2014. Stay after the event as VYP joins forces with HiTech Vegas for access to "The Las Vegas Underground" music event.

6:00 – 8:00 p.m.  
House of Blues  
Crossroads  
3950 Las Vegas Blvd. S.

Online: \$10– Members,  
\$15– Non-members  
At the door: \$15– Members,  
\$20– Non-members

Mixer Sponsor:



## empowering the next generation

Written by Kriza Dagdag, Vice President of Community Relations, UNLV Collegiate DECA

**“** If you have knowledge, let others light their candles in it.”  
- Margaret Fuller

One of the most valuable services you can give the next generation is your knowledge. Throughout the last academic year, Vegas Young Professionals members supported UNLV Collegiate Distributive Education Clubs of America (DECA) by judging and mentoring their members during competition camps.

UNLV Collegiate DECA is a student-driven organization that prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management. UNLV Collegiate DECA competes in national competitions like Utah Fall Leadership Conference and DECA International Career Development Conference in various areas. These areas can include business research, advertising campaigns, accounting simulations and case studies in business ethics and marketing. To prepare for these events, UNLV Collegiate DECA holds competition camps for their members. At these camps, members practice presentations, random case studies on their topics and also get constructive criticism on their written documents.

Last year, Jasmine Freeman, Matthew Lindsey and Shawn Cunningham coached UNLV Collegiate DECA during these camps. They judged members' presentations and gave priceless advice on how to improve their presentations. They were able to share their experience in the industry, giving them a competitive edge. Thanks to their support, UNLV Collegiate DECA came back from nationals in Washington, D.C. with five members placed as top 10 finalists.

We, as UNLV Collegiate DECA, are so grateful for the time and support that VYP has given us. The partnership with VYP has given UNLV Collegiate DECA members more confidence and knowledge that they can use both in competitions and real-life.

There are many opportunities similar to this that you can be involved in to give back to next generations. Judging or mentoring student organizations like this is only one way that you can provide a deeper connection with the community. It is a great way to share your knowledge to allow others to learn and grow from your professional experience.

You can find information on support our UNLV Collegiate DECA chapter by visiting [unlvdeca.com](http://unlvdeca.com).



business  
blend @  
brooklyn  
bowl



At Brooklyn Bowl inside The Linq, VYP and Metro Chamber members bowled in the exclusive upstairs lanes, sampled light bites from the award-winning Bromberg Brothers' Blue Ribbon and listened to live entertainment - all while mixing it up and making new connections.

# the final word

**SHOW YOUR SUPPORT  
ON NOVEMBER 29:  
SMALL BUSINESS SATURDAY**

**S**

ince its inception in 2010, Small Business Saturday has encouraged communities all over the United States to shop small to support local businesses. This single day initiative has grown into a powerful movement:

more than 1,450 neighborhood champions signed up to rally their communities in 2013, and in 2012, an estimated \$5.5 billion was spent at small independent businesses on the day. So how can you get involved in the biggest day of the year for small business?

If you're a small business owner, there are plenty of free and low-cost tools, downloads and ways to promote your business as a part of Small Business Saturday. If you'd like to support the initiative, you can sign up to be a neighborhood champion and rally the community. Finally, you can shop small on November 29, and share through your social media networks that you did so. Together, we can make the fifth year of Small Business Saturday the biggest one yet. For more information or to download materials, visit [shopsmall.org](http://shopsmall.org).



## add these books to your queue

### BOOK

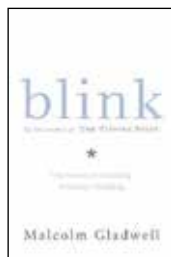


**A COMPLAINT  
IS A GIFT**

by Janelle Barlow

"Critical to understand - we are always looking for opportunities to get better."

Pat Egan,  
Senior Vice President  
of Customer  
Operations,  
NV Energy



**BLINK**

by Malcolm Gladwell

"How we make so many decisions in a blink, but what is really going on in our heads is a long process."

Liz Hernandez,  
Director of Sales,  
Baymont Inn & Suites



**EAT THAT FROG**

by Brian Tracy

"I found adding a few classics to the mix helps refresh what helped you push through to where you are today."

Michael Durant, CEO,  
Creating Genius



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Prednisone 20mg - 20qty - **\$7.94**

Medrol 4mg - 21qty - **\$44.71**

\*Discounted prices were obtained from participating pharmacies.  
Prices vary by pharmacy and region and are subject to change.

For more information or to order hard cards please contact:

**Suzanne Domoracki**

[Suzanne@nevadadrugcard.com](mailto:Suzanne@nevadadrugcard.com)

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# Celebrate!

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Orleans Hotel & Casino

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**Noon – 1:15 p.m. Program**

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Chairman Bob Brown,  
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11:30 A.M. – 1:00 P.M.

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**LVChamber.com**  
**702.641.5822**